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5	INC.,		3	
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6	: CASE NO.: 04-11686-WGY vs :	·	5	5 Certificate of Reporter198
7	: NONPROFIT SERVICE GROUP and :		6	
8	GEORGE MILLER, :		7	
.9	Defendants. :		8 9	
10 11			10	
12	CONTINUED DEPOSITION OF: JAY FLEISHER, ESQUIRE		11	
13	TAKEN: Pursuant to Notice by Counsel for Plaintiff		12	2 21 Memo134
14			13	
15	DATE: November 9, 2005		14	
16	PLACE: Shriners Hospital 2900 Rocky Point Drive		15 16	
17	Tampa, Florida		17	
18	TIME: 1:15 p.m. to 2:55 p.m.		18	
19	REPORTED BY: Shelly Noriega, RPR Notary Public		19	
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1 2	APPEARANCES: (Appearing by telephone)		1	•
1 2 3	(Appearing by telephone)		2	taken pursuant to notice by counsel for the Plaintiff, on
2	(Appearing by telephone) LAURENCE M. JOHNSON, ESQUIF	RE	2	taken pursuant to notice by counsel for the Plaintiff, on November 9, 2005, commencing at 1:15 p.m., at Shriners
2 3 4	(Appearing by telephone) LAURENCE M. JOHNSON, ESQUIF Davis, Malm & D'Agostine, P.C. One Boston Place	RE	2	taken pursuant to notice by counsel for the Plaintiff, on November 9, 2005, commencing at 1:15 p.m., at Shriners Hospital, 2900 Rocky Point Drive, Tampa, Florida, before
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16	(Appearing by telephone) LAURENCE M. JOHNSON, ESQUIF Davis, Malm & D'Agostine, P.C. One Boston Place Boston, Massachusetts 02108 617-589-3810 Ljohnson@davismalm.com Appeared on behalf of Plaintiff MATTHEW J. GRIFFIN, ESQUIRE Peabody & Arnold, LLP 30 Rowes Wharf Boston, Massachusetts 02110-3342 617-951-2009 Mjgriffin@peabodyarnold.com Appeared on behalf of Defendants MACKENZIE CANTER, III, ESQUIRI Copilevitz & Canter, LLC Suite 215 1900 L Street, NW Washington, DC 20036	S	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	taken pursuant to notice by counsel for the Plaintiff, on November 9, 2005, commencing at 1:15 p.m., at Shriners Hospital, 2900 Rocky Point Drive, Tampa, Florida, before Shelly Noriega, RPR, Notary Public, State of Florida at Large. EXAMINATION BY MR. GRIFFIN: Q You understand you are still under oath from your prior deposition? A Yes, sir Q I'd just like to start by marking Exhibit Number 20, which is going to be the June 14, 2002, memorandum to Mr. Fleisher from Paul Gramblin. Begins with SHC01514. If you could give that to the reporter and have her mark it and let me know when you have had a chance to look at it. A 2152? Q 01514.
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whole stack and the rest of the two pages attached

2 to that?

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3 MR. GRIFFIN: Yes. That will be Exhibit Number

5 BY MR. GRIFFIN:

20, I believe.

6 Q Mr. Fleisher, can you look at that document and 7 tell me if you recognize it?

A Yes, I do.

9 Was there something humorous about receiving a Q

10 customer satisfaction survey from Vantage? 11 MR. JOHNSON: Object to the form. Before you 12 answer, I will address this question to the court 13 reporter. Having in mind we're doing this by telephone, Madam Reporter, would you like us to 14

15 identify us -- who the speaker is before we say something? Or can you, at least with the people who 16 17

are not there in your presence, tell anything -THE COURT REPORTER: I'm able to discern it so

19 far. I'll let you know if I have a problem. 20

A We thought it incongruous that we had been 21 asked to fill out a customer satisfaction survey after

events that had taken place before then which indicated

to us that the service was not what it should have been 23

24 from Vantage.

25 BY MR. GRIFFIN: board meetings we were having -- the board meetings that

we had subsequent to this would have been the end of 2

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June. Burt Oien said on July 2 that he had advised Paul

4 Gramblin to trash this. Throw it away.

Q And you had a discussion with Burt Oien 5

6 concerning this?

A Yes, I did. 7

Do you recall what Mr. Oien said to you beyond

9 what's reflected in the note?

MR. JOHNSON: Objection to the form. 10

11 A No.

8

13

BY MR. GRIFFIN: 12

Q Is it fair to say if the answers to the survey

had, in fact, been filled out they wouldn't have been

positive? 15

16 MR. JOHNSON: Objection to the form.

A They would not have been positive in many 17

18 respects.

BY MR. GRIFFIN: 19

Q I would like to mark as Exhibit Number 21 the 20

October 17, 2002, memorandum to Mr. Fleisher from Paul 21

Gramblin. Begins with Bates Number SHC03053. 22

Mr. Fleisher, this is a memorandum concerning the mailing 23

24 of holiday cards; is that correct?

25 MR. JOHNSON: Objection to the form.

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Q What events are those you're referring to? 2

MR. JOHNSON: Objection to the form.

A Well, there are the materials that you had

4 provided. Mainly sending out some sloppy material to 5 prospective donors, printing up one million copies of a

particular mail-out that had the wrong phone number on it 6 for the hospitals, sending out more mailing numbers than 7

the contract would have allowed. That's primarily what 8

9 it was.

> MR. JOHNSON: Just so it's clear on the record, my objection to the form with respect to this question is specifically addressed to the lack of foundation that this witness has personal knowledge

BY MR. GRIFFIN: 15

16 Q Looking at Exhibit 20, Mr. Fleisher, there is a

and is competent to testify to this matter.

handwritten note on the bottom there. Do you see that? 17

A Yes.

19 Q Is that your handwriting?

A Where it says "your copy forwarded to JF at 20

21 session"? That? 22

Q Mine says "at board meeting."

23 Okay. That's mine. That one is my notes.

24 Q Can you read that note to me?

A Yeah. "At board meeting" which meant at the

A Yes, it is. 1

BY MR. GRIFFIN: 2

Q Do you recognize this document?

Yes, I do.

5 In the document Mr. Gramblin refers to

deception on the part of Vantage. Do you know what he's 6

7 referring to?

MR. JOHNSON: Objection to the form.

Not precisely. That's too long ago to remember 9

10 that.

3

4

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15

11 BY MR. GRIFFIN:

Q Do you recall what, if any, issues surrounded 12

this holiday card mailing? 13

MR. JOHNSON: Objection to the form. Lack of 14

foundation, among other deficiencies.

A At that point I was one of the three folks who 16

were required to review each mailing together with the 17

approval form, and from reviewing the approval form as 18

against what was known as the pro forma, I could not 19

ascertain whether that was the correct amount of holiday 20

21 cards to be mailed.

22 BY MR. GRIFFIN:

23 Q The note on the bottom of that Exhibit 21, is

that your handwriting? 24

25 A Yes, it is. Page 136 Page 138

2

8

10

- 1 Q Can you just read that note for me, please?
- 2 A "Paul, at this point things are so confused I
- 3 have no idea if Vantage is sticking to the revised pro
- 4 forma. I cannot tell if they are sending out more or
- 5 less than agreed to. I'm not signing off on any of
- 6 this."
- 7 Q Why were you having difficulty figuring out
- 8 whether the pro forma was being followed?
- 9 A This part I do recall distinctly. It was
- 10 because of the way that the document called "Shriners
- 1 Hospitals for Children Campaign Approval," which consists
- 12 of three pages, was filled out.
- 13 It made it very difficult to this was a
- 14 persistent problem with Vantage to match up the
- 15 numbers and the costs and so forth on the third page of
- 16 that document, which the -- with the amended pro forma of
- 17 the contract that said how many mailings would be, what
- 18 the cost would be, total cost, so forth and so on.
- 19 Q If you look at SHC03058, which is contained in
- 20 that exhibit --
- 21 A Yes.
- 22 Q -- is that an example of the campaign approval
- 23 form you were talking about?
- 24 A Yes.
- 25 Q And on this approval form it indicates that

- 1 BY MR. GRIFFIN:
 - Q On the second page of that exhibit, the first
- 3 paragraph, you look look at that, please.
 - A I'm looking at it.
- 5 Q Was there an issue regarding Vantage's failure
- 6 to remove names from the mailing list?
- 7 A Yes.
 - Q What was the problem with that?
- 9 MR. JOHNSON: Objection to the form. Lack of
 - foundation.
- 11 A The problem was many folks -- not many but
- 12 folks certain folks were on the mailing list that
- 13 Vantage -- to whom Vantage mailed the material and the
- 14 department of development would receive, or sometimes
- 15 they would forward it to me, requests or directions from
- 16 the people who received that material to be taken off
- 17 their mailing list and to not be solicited again.
- 18 We had expected that after letting Vantage know
- 19 that a particular person should be taken off the mailing
- 20 list that the person would be taken off at least before
- 21 the next malling, and in some instances that did not
- 22 occur.

3

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13

- 23 BY MR. GRIFFIN:
- 24 Q Let me mark Exhibit 23, which is a February 3,
- 25 2003, letter from Paul Gramblin to Ms. Lalak Deckman.

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- mail quantity of 600,000 is X'd out and 750,000 was
- 2 replaced; is that correct?
- 3 MR. JOHNSON: Objection to the form.
- 4 A That's what it would indicate.
- 5 BY MR. GRIFFIN:
- 6 Q So was Vantage proposing to sent out an extra
- 7 150,000 holiday card mailings?
- 8 MR. JOHNSON: Objection to the form. Lack of
- 9 foundation.
- 10 A I don't know who crossed out 600,000 to
- 11 750,000, but from reading the materials, that refreshed
- 12 my recollection that this was a big problem with me that
- 13 Vantage was trying to get approval for an additional
- 14 150,000 cards mailed out without our approval.
- 15 BY MR. GRIFFIN:
- 16 Q I want to mark the next Exhibit 22, which is a
- 17 November 4, 2002, letter from Mr. Fleisher to Lawrence
- 18 Lyon at Vantage. Begins with Bates Number SHC01727. Do
- 19 you recognize this document?
- 20 A Yes, I do.
- 21 Q And was this letter sent to Mr. Lyon who
- 22 addressed the holiday mail cards we just talked about?
- 23 A Yes.
- 24 MR. JOHNSON: Object to the form.
- 25 A Yes.

- 1 Begins with SHC01682. Do you recognize this document and
- 2 the attachments?
 - A Yes, I do.
- 4 Q Are these documents document an example of
- 5 consumer complaints regarding the failure of Vantage to
- 6 remove names from the mailing list?
- 7 MR. JOHNSON: Objection to the form.
 - A Yes, they do.
- 9 BY MR. GRIFFIN:
- 10 Q In your opinion, what impact does this type of
- 11 error have on the Shriners?
- 12 MR. JOHNSON: Objection to the form.
 - A Negative publicity with the general public
- 14 which could impact on decreased donations. It's negative
- 15 public relations primarily.
- 16 BY MR. GRIFFIN:
- 17 Q Next I want to mark Exhibit 24. It is a
- 18 February 3, 2003, e-mail to you from Bill Fawcett and
- 19 others. Begins with Bates Number SHC02910. Do you
- 20 recognize this document?
- 21 A Yes, I do.
- 22 Q First line says "both of Paul's and Bill's
- 23 statements about percentages are true." Can you tell me
- 24 what that refers to?
- 25 MR. JOHNSON: Objection to the form.

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- 1 A "Both of Paul's and Bill's statements about 2 percentages are true." I would have to read what Paul's
- 3 and Bill's statements about percentages were.
- 4 BY MR. GRIFFIN:
- 5 Q Okay.
- 6 A Yes. It pertains to making the same mistake
- 7 over and over regarding removing folks from the mailing
- 8 list, and also incorrectly referring that 93 percent of
- 9 our annual operating budget went to direct patient care.
- 10 Q Does it also refer to the fact that Vantage was 11 claiming that only 13 cents out of every dollar was for
- 12 fundraising cost?
- 13 MR. JOHNSON: Objection to the form. Lack of
- 14 foundation.
- 15 A The message from Bill Fawcett with a copy to me
- 16 indicates that. Well, not exactly. It says Bill Fawcett
- 17 said to me "Bill says I think they" -- being Vantage --
- 18 "should use 13 cents out of every dollar you contribute
- 19 through this direct mail program goes to Shriners
- 20 Hospital. The remaining goes to fundraising cost.
- 21 Aren't we supposed to tell the truth?"
- 22 BY MR. GRIFFIN:
- 23 Q So in the mailings that Vantage was making on
- 24 behalf of the Shriners, were they making representations
- 25 as to what percentage of every dollar went to the

- Q Can you tell me what that means?
- MR. JOHNSON: Objection to the form.
- A Exactly what it says. It says if the item
- 4 costs -- if Shriners Hospitals for Children paid more for

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- 5 a particular item that was mailed out, and it was -- the
- 6 greater the possibility that donations would not cover
- 7 the cost because if you -- if you -- if it cost you more
- to make a mailing in the way of including an item that
- 9 cost more money than other items, then of course the
- 10 chances were that the donations received in response to
- 11 that mailing would not cover the cost. I mean, if your
- 12 costs are more than your intake it's not going to cover
- 13 the cost.
- 14 BY MR. GRIFFIN:
- 15 Q Likewise, the more mailings you send out the 16 cost would be increased?
- 17 A Total cost?
 - Q Total cost.
- 19 MR. JOHNSON: Objection to form.
- 20 A Yes.

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- 21 BY MR. GRIFFIN:
- 22 Q And the higher cost either on a per-item basis
- 23 or a total cost basis, the higher the cost the more money
- 24 that Vantage gets reimbursed in the mailing, correct?
 - MR. JOHNSON: Objection to the form.

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- 1 Shriners as opposed to fundraising costs?
- 2 MR. JOHNSON: Objection to the form. Lack of
- 3 foundation and also violation of the Best Evidence
- 4 Rule.
- 5 A I cannot recall whether they made it an actual
- 6 mailing that had the 93 percent stated as going to the
- 7 hospitals for operating expenses. I do know that in my
- 8 review, Mr. Fawcett's review and Mr. Gramblin's review of 9 a certain of the fundraising materials Vantage sent to us
- 10 for review, that statement was made and we -- primarily
- 11 me requested that that statement be removed.
- 12 BY MR. GRIFFIN:
- 13 Q Would you agree that it was in Vantage's best
- 14 interest as far as profit to mail out the most expensive
- 15 item as possible?
- 16 MR. JOHNSON: Objection to the form.
- 17 A I have no idea what's in Vantage's best
- 18 interest.
- 19 BY MR. GRIFFIN:
- 20 Q For example, this e-mail refers to t-shirts at
- 21 \$4.50 apiece that were mailed out. And in the second
- 22 paragraph, second-to-last sentence says "higher the item
- 23 cost to you the greater the chance that donations won't
- 24 cover cost." Do you see that?
- 25 A Yes.

- A That's correct.
- 2 BY MR. GRIFFIN:
- 3 Q Do you recall Vantage proposing to increase the
 - t-shirt test mailing from 10,000 to 60,000?
 - A Yes, I do.
- 6 Q Was that mailing actually made at 60,000?
- 7 A I can't remember right at the moment.
- 8 Q Do you recall whether it was approved?
 - A I can't recall right at the moment. I mean, I
- 10 can't recall it now.
- 11 Q Going down on that e-mail to the e-mail from
- 12 Paul Gramblin to Bill Fawcett and you on the 13th. There
- 13 is a sentence in there that begins "also Burt advised."
- 14 Do you see that?
 - A Okay. Which one is this?
 - Q It's the second e-mail. Paul Gramblin's
- 17 e-mail.
- 18 A Paul Gramblin to Bill Fawcett and myself and
- 19 the second sentence is "also Burt informed me that."
- 20 Yes.
- 21 Q The next sentence refers to some mailing jobs.
- 22 A Mmm-hmm.
 - Q Were there issues with Vantage sending out
- 24 those mailings?
- 25 MR. JOHNSON: Objection to the form.

Page 144 Page 146 A Yes. 1 A That's correct. 2 BY MR. GRIFFIN: 2 Q In the next paragraph there is a reference to a 3 Q What were the problems with those mailings? 3 quote, roll out, end quote, of 500,000 of something at 4 MR. JOHNSON: Objection to the form. Lack of 2.95 each. Do you see that? 5 foundation. 5 A It actually says 50,000 at -- oh, 500,000 of 6 A I don't recall right at the moment. I would 6 something at 2.95 each, correct. Yeah, I see that now. have to review them -- the materials. Yes. 7 8 BY MR. GRIFFIN: 8 Q Do you have any recollection as to what that 9 Q There is a reference to the pro forma. Do you 9 something was? 10 recall whether those mailings were reflected in the 10 MR. JOHNSON: Objection to the form. Lack of 11 original pro forma? 11 foundation. 12 MR. JOHNSON: Objection to the form. 12 A I don't recall. 13 BY MR. GRIFFIN: A No. But I'm looking at a February 18 e-mail 13 14 that pretty much sets everything out as far as the 14 Q The next paragraph, last line, states "rather I 15 problem. 15 see what are apparently random selections of approval 16 BY MR. GRIFFIN: forms for us to sign." Can you tell me what you meant by 16 17 Q All right. Let's mark that as the next 17 18 exhibit. Begins SHC02909. That's Number 25. Does 18 MR. JOHNSON: Objection to the form. 19 Exhibit Number 25 refresh your recollection as to what 19 A What I meant by that is we were receiving the issues were that were raised in the Exhibit 24? 20 approval forms to approve certain mail-outs that were not 21 A Yeah. Let me read it again. I just scanned 21 provided in the pro forma as under the contract. 22 these materials before the deposition. Yes, I remember 22 BY MR. GRIFFIN: 23 that now. 23 Q I want to mark as Exhibit Number 26 a March 11, 24 2003, memorandum to you, Bill Fawcett from Paul Gramblin. Q Does that refresh your recollection as to 24 25 whether the mailings referred to in Exhibit 24 are in Begins with Bates Number SHC01670. Do you recognize this Page 145 Page 147 compliance with the pro forma? 1 document? 2 A Yes, it does. 2 A Yes, I do. 3 What do you remember about that? 3 Q Did you have any discussion with Mr. Gramblin 4 That they did not in some respects. concerning the content of this memorandum? 5 How did they not comply? 5 A I don't recall that I did or did not. 6 As far - didn't comply in some respects as to Q Did you ever reach an opinion that Vantage was 6 the number set out or the cost of some items being sent 7 engaging in fraud? 8 out and whether or not the pro forma even permitted MR. JOHNSON: Objection to the form. 8 9 certain items to be sent out. 9 A I can't recall one way or the other if I ever 10 Q If you look at the fourth paragraph of that 10 made that statement and, if I made it, who I would have e-mail, Exhibit Number 25, there is a reference to a 11 made it to. mailing of 150,000 more letters asking people if they 12 12 BY MR. GRIFFIN: 13 wanted t-shirts. Do you see that? Q Apart from conversations you may have had 13 14 A Yes, I do. regarding this memorandum, did you reach any conclusions Do you know if that mailing was ever made? 15 Q 15 yourself as to whether Vantage was engaging in fraud? 16 A I don't recall. 16 MR. JOHNSON: Objection to the form. Lack of 17 Q According to this e-mail that mailing was not 17 foundation. A No, I didn't. I did not reach any such 18 in the original pro forma; is that correct? 18 19 A That's correct. 19 conclusion. 20 MR. JOHNSON: Objection to the form. 20 BY MR. GRIFFIN: 21 A Sorry. 21 Q Do you have any idea as to what Paul Gramblin 22 MR. JOHNSON: Objection to the form. 22 was referring to when he said parallels could be drawn to 23 BY MR. GRIFFIN: 23 Vantage? 24 Q Is it accurate that there was no record of the 24 MR. JOHNSON: Objection to the form. committee's approving of that mailing? 25 A Yes, I do.

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BY MR. GRIFFIN:

Q What's your understanding of that? My understanding was that the articles

3 mentioning that supreme court case that was to be

considered dealt with telemarketers who did not inform

6 the people they were soliciting that 85 percent of the

7 funds contributed through the telemarketers went to the

company, and made a comparison to the information being

9 prepared and sent out by Vantage which did not advise the

10 prospective donors to the materials they sent out on our

11 behalf that about 93 cents of every dollar collected was

12 going to Vantage's costs.

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Q Does that document refresh your recollection as

14 to whether Vantage actually sent out mailings that stated

15 that 93 cents out of every dollar?

16 A No. it does not.

17 I would like to mark as the next exhibit a

18 March 13, 2003, e-mail from Mr. Fleisher.

19 A March 13?

20 Q Yes. It's Bates Number SHC01667.

21 Α That says March 10.

22 O On the top, very top, it says March 13, 2003.

23 Yeah. Okay.

24 Do you recognize this document?

25 Yes, I do.

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to this individual after we had requested his name be

removed and through a number of times subsequent to the

first request that we had made to remove his name.

BY MR. GRIFFIN:

Q And the cost of those multiple mailings to this

6 individual, those would be reimbursed to Vantage?

MR. JOHNSON: Object to the form.

A Well, we -- those mallings that -- any mailing

that was made out was part of the cost of a mailing that

Vantage would do on our behalf, and they would submit the invoices and we would pay the invoices. So to the extent 11

that any particular one was made to an individual whose

name had been requested then, however small, Vantage was 13

14 being paid for that.

15 BY MR. GRIFFIN:

16 Q I would like to mark as the next exhibit April

30, 2003, e-mail from Paul Gramblin to Mike Andrews. 17

18 Bates SHC01620. Mr. Fleisher, you are a CC on this

19 e-mail, correct?

20 A Yes, I am.

21 Do you recognize this document?

A Let me -- If I have a moment to review it.

23 Yes, I do.

Q Can you tell me what the Second Chance videos 24

25 were?

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Q Does this document reflect another example of

Vantage failing to remove names from the mailing list?

3 MR. JOHNSON: Objection to the form.

4 A Yes, it does.

5 BY MR. GRIFFIN:

6 Q Do you recall anything about the particular

7 circumstances of this individual as being discussed in

8 this e-mail?

A Yes, I do.

What's your recollection of that?

MR. JOHNSON: Objection to the form. Lack of

12 foundation that this witness has knowledge that's

personal and that he's competent to testify to the

14 matter.

15 A I was informed that the fellow was writing what

16 was termed bogus checks in response to the solicitations

17 that came out to him subsequent to his request to have

his name removed from the mailing list. 18

19 BY MR. GRIFFIN:

20 Q And Vantage continued to send mailings to this

21 individual?

22 MR. JOHNSON: Objection to the form.

23 A I do not know if Vantage continued to send

24 mailings to this individual. Subsequent to March 13,

2003, I do know that Vantage continued to send mailings

MR. JOHNSON: Objection to the form. Lack of 2 foundation

A The Second Chance videos were videos that were

created by the Shriners Hospitals for Children's public

relations department to portray Shriners Hospitals for

Children in a favorable light to the public.

BY MR. GRIFFIN:

Q This e-mail refers to 10,000 of those being

returned to the Shriners; is that correct?

10 A No. The 10,000 were mailed out - of those

11 were mailed out and then a certain number of those,

doesn't recite there, were being returned by people, the 12

13 people who were solicited.

14 Q Do you know the reason why those videos were

15 returned?

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MR. JOHNSON: Objection to the form.

17 A No.

18 BY MR. GRIFFIN:

Q Next I want to mark June 20, 2003, e-mail from 19

Paul Gramblin to Bill Fawcett, CC to Mr. Fleisher.

21 Begins SHC01615. Do you recognize this document?

A Yes, I do.

Q This e-mail refers to an issue regarding a

24 mailing of t-shirts; is that correct?

MR. JOHNSON: Objection to the form. Lack of

Page 15 of 20 Page 154 Page 152 A I don't recall. All I recall is that there was 1 foundation. a problem with the credit card processing. I don't 2 2 A Yes, it does. recall exactly what it was. BY MR. GRIFFIN: .3 4 BY MR. GRIFFIN: 4 Q Can you tell me what the circumstances Q I want to mark next a November 26, 2003, letter 5 underlying that t-shirt mailing were? 5 to John Kenney from Jay Fleisher. 6 6 MR. JOHNSON: Objection to the form. Lack of 7 A is that the new material? 7 foundation. And, in particular, no testimony that Q It's not the next item in the pile. It's the 8 8 this witness has personal knowledge of the matter or 9 9 item after that. is competent to testify to it. A Oh, November. Right. 10 A I would have to refresh my recollection from 10 11 MR. CANTER: This is Bates 03028. 11 reading this. MR. GRIFFIN: Bates 8149, Vantage prefix. We BY MR. GRIFFIN: 12 12 13 skipped over that 03028. 13 Q Sure. MR. CANTER: Okay. Okay. 14 A Yes. I recall now the problem was in 14 MR. JOHNSON: Are you coming back to that one 15 15 fulfillment of the request for t-shirts. The mail-out 16 would be made whereby an individual was requested to mail 16 or can I put it aside? MR. GRIFFIN: Put it aside. Thank you. 17 something back if they'd like to receive a t-shirt, and 18 then Shriners Hospitals for Children would be charged as BY MR. GRIFFIN: 18 Q Earlier you referred to a problem with Vantage a part of the cost whatever t-shirts were mailed. And 19 listing an inaccurate telephone number on the mailings; 20 there was a problem that a number of individuals sent in 20 is that correct? those cards to indicate that they did want to receive 21 those, and it was not fulfilled within a timeframe we 22 A That's correct. That's correct. 22 Q Does Exhibit 30 refer or document that expected. 23 23 24 testimony? 24 BY MR. GRIFFIN: Q Going down further on the exhibit there is a 25 A Yes, it does. Page 155 Page 153 Q Can you describe for me what the issue was with June 6, 2003, e-mail from Bill Fawcett to Paul Gramblin, 1 2 that mailing? CC to you. Do you see that? A Approximately -- well, not approximately, 3 3 A Yes, I do. exactly a million mailings had been mailed out by 4 Q In the first line it sounds like they have 4 Vantage, and the text of the mailings was not reviewed by 5 screwed up another batch of credit card donations. Do myself, Mr. Gramblin and Mr. Fawcett ahead of time. And you know who "they have" refers to? 6 6 the number that they put on the bottom of it, the 7 MR. JOHNSON: Objection to the form. Lack of 7 8 813-281-0306, is not the telephone number of the Shriners foundation. And particularly lack of foundation 8 9 Hospitals headquarters. 9 that this witness might know what Mr. Fawcett was Q Whose telephone number was that? 10 10 An individual person in Tampa. A female. 11 11 A I have worked with Bill Fawcett in excess of 15 Q Did that individual receive telephone calls 12 12 years and from the tone of that paragraph I have 13 from prospective donors? 13 absolutely no doubt that the "they" he is referring to is MR. JOHNSON: Objection to the form. 14

Vantage. 14 15 BY MR. GRIFFIN: 16 Q Do you recall having any conversations with Bill Fawcett regarding the processing of credit card 17 donations? 18

19 A Yes, I do. 20 Q Were there some problems with respect to 21 Vantage's processing of credit card donations?

MR. JOHNSON: Objection to the form. 22

23 A I do not recall any specific problems. 24

Q What was the issue in general? MR. JOHNSON: Objection to the form. 25

Q Do you have any idea as to the volume of telephone calls she received? MR. JOHNSON: Objection to the form. A In excess of 20. BY MR. GRIFFIN: Q Did you speak with this individual yourself? A | can't recall. | think | did but | can't recall precisely. Q What, if anything, was done to rectify that

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A Yes, she did.

BY MR. GRIFFIN:

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1 situation?

- 2 A Something was arranged whereby the phone I
- 3 think -- I can't be precise. Something was done to
- 4 reroute the phone calls on that number to, I think, our
- 5 headquarters but I can't be -- I'm not sure of that.
- 6 Q Do you recall Vantage agreeing to install an
- 7 answering service in this individual's home?
- 8 A Yes, I do.
- 9 Q Is that part of the final settlement agreement
- 10 with Vantage?
- 11 A Yes, it was.
- 12 Q Next I want to mark October 2, 2003, letter
- 13 from Paul Gramblin to Larry Lyon with CC to Mr. Fleisher.
- 14 SHC02029. Do you recognize this letter?
- 15 A Yes, I do.
- 16 Q This letter refers to a recipient receiving a
- 17 calendar in a wrinkled and torn state. Do you see that?
 - A Yes, I do.
- 19 Q Do you recall the circumstances of that?
- 20 MR. JOHNSON: Objection to the form. Lack of
- 21 foundation.

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- 22 A It was part of a batch where I myself saw the
- 23 calendars that went out which had similar problems as
- 24 described in Mr. Gramblin's letter of October 2.
- 25 BY MR. GRIFFIN:

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- 1 A It would not have been approved by me.
 - 2 BY MR. GRIFFIN:
 - Q Did you ever learn or come to find out what the actual percentage of per dollar donation that was retained by Vantage at the end of the program?
 - A Yes, I did. That was submitted in the previous deposition as an exhibit.
 - 8 MR. CANTER: This is Mac Canter. Let me note
 9 this is a generic statement referring to all the
 10 revenues of Shriners, not necessarily revenues
 11 pertaining to the mail program.
 - MR. GRIFFIN: I'm glad you noticed that, Mac.
 So did I.
 - MR. CANTER: Just so we're clear. I just want to make sure there's a point of clarity.
 - MR. GRIFFIN: Okay.
 - 17 BY MR. GRIFFIN:
 - 18 Q To your knowledge, Mr. Fleisher, this is a 19 mailing that was sent out by Vantage on behalf of the 20 Shriners, correct?
 - A No. I can't recall if it was or was not sent
 out, and if it had been reviewed by me ahead of time it
 definitely would not have been sent out in its form
 presented.
 - Q My question that time was, though, you can tell

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- Q Again, in your opinion, how does that reflect
- 2 on the Shriners?
- 3 A Negatively. It's bad publicity to do such
- 4 sloppy work.
- 5 Q Next I want to mark the sheet of labels that's
- 6 Bates Number Vantage 12456 through 12457. Mr. Fleisher,
- 7 can you tell me what this document is?
- 8 A Yes. It's a typical type of return address
- labels that Vantage would send out on occasion so people
 could use them as return envelope stickers and ask them
- 11 to make a contribution to Shriners Hospitals.
- 12 Q On the second page, Bates 12457, on the
- 13 right-hand side in bold it says "remarkably only three
- 14 cents of every dollar goes to fundraising and
- 15 administration, an incredibly low figure of which we are
- 16 very proud." Do you see that?
- 17 A Yes, I do.
- 18 Q Does this document refresh your recollection as
- 19 to whether Vantage actually made mailings containing that
- 20 statement?
- 21 A In that instance they did. It does refresh my
- 22 recollection.

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- 23 Q And that's something that would not have been
- 24 approved by the Shriners, correct?
 - MR. JOHNSON: Objection to the form.

- this was something that was created by Vantage, though,
- 2 correct?
- 3 MR. JOHNSON: Objection to the form.
- 4 A Yes, I can.
- 5 BY MR. GRIFFIN:
- 6 Q I don't think I got an answer to my prior
- 7 question as to what percent of every dollar was paid to
- 8 Vantage under the program.
 - MR. JOHNSON: Objection to the form.
- 10 A About -- well, approximately 93 percent.
- 11 BY MR. GRIFFIN:
- 12 Q I want to mark the next exhibit. March 15,
- 13 2001, e-mail from Mr. Fleisher to Bill Fawcett. Begins
- 14 SHC01253. Aside from the cost of the postage for
- 15 mailings made under the agreement, what other costs
- 16 were -- was Vantage reimbursed?
- 17 A Besides the postage they were reimbursed their
- 18 charge to us for creation of the materials that were made
- 19 out, printing of it, thinking of it, so forth, and they
- 20 also charged us bank fees where there's a holding account
- 21 where these funds were sent in by individuals and then
- 22 there was a fee for the bank to do that and that got
- 23 charged back to us by Vantage.
- 24 Q Was it your understanding that Vantage paid
- 25 that fee out and then Shriners was billed for it and

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- 1 reimbursed Vantage?
- 2 A That was what was represented to us by the
- 3 folks at Vantage.
- Q Was the reality of the situation something 4 5 different?
- 6 MR, JOHNSON: Objection to the form.
- 7 A I don't know. I could not tell what they
- 8 were -- I did not -- we could not investigate that. I
- 9 couldn't get the information.
- BY MR. GRIFFIN: 10
- 11 If you look at the exhibit we just marked,
- 12 there is an e-mail further down from Bill Fawcett dated
- 13 March 15, 2001. Mr. Fawcett writes in the second line
- "Basically since we have taken control of the banking, 14
- you stopped paying their 'bank charge' fees of 18 cents
- 16 per item. This was seen as direct profit for Vantage, as
- the credits received for balances in the accounts 17
- substantially outweigh all actual charges from the bank." 18
- 19 Does that refresh your recollection as to
- 20 whether Vantage was actually paying the bank fees? 21 MR. JOHNSON: Objection to the form. Lack of
- 22 foundation.
- 23 A I don't recall if they were actually paying the
- 24 bank fee. What I do recall is when we went to our own
- collection bank, the fees were substantially less than 18 25

- BY MR. GRIFFIN:
 - Q Do you know if the money in the program account
- 3 generated interest?
 - A Not personally.
 - Q Is it your understanding that what Mr. Fawcett
- is suggesting is that there was sufficient funds in the
- program account which the bank used to pay their
- processing charge but then Vantage billed the Shriners 8
- 9 for that anyway?
- MR. JOHNSON: Objection to the form. 10
 - That was Mr. Fawcett's conclusion as related to
- 12 me.

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- BY MR. GRIFFIN: 13
- Q You discussed that with him? 14
- 15 Yes, I did.
- In the last paragraph of the last sentence 16
- of the paragraph I was just reading from, Mr. Fawcett
- also writes "therefore, we have always assumed that there
- was profit built into several of the billing categories."
- 20 Do you see that?
- 21 A Yes, I do.
 - Q Do you know what other billing categories he's
- 23 talking about?
- 24 MR. JOHNSON: Objection to the form.
 - A There are numerous categories under the pro

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- cents an item. 2 BY MR. GRIFFIN:

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- 3 Q Who was originally doing the bank processing
- 4 under the agreement?
- 5 A I think it was State Street Bank did it
- initially. It was in the agreement and then it was
- 7 changed after that.
- 8 Q Was State Street selected by Vantage?
- A Yes. The first bank it was was selected by
- 10 Vantage.
- 11 Q And at some point the banks changed; is that
- 12 correct?
- 13 A Yes, they did.
- 14 Q Who did it change to?
- 15 A I can't recall who it changed to. I would have
- 16 to go through the file.
- 17 Q What was the reason for the change in the
- banks? 18
- 19 MR. JOHNSON: Objection to the form.
- A Again, Vantage represented us to us that 20
- 21 something had occurred with their -- I believe with their
- 22 arrangement with State Street or State Street - I think
- 23 it was State Street was not going to be doing this type
- 24 of collection business any longer and so that a bank - a
- different bank would have to be located.

- forma, such as printing charges and preparation charges.
- If you review the pro forma attached to the contract it
- would list all those various charges.
- 4 BY MR. GRIFFIN:
- 5 Q With respect to the 18 cent bank charge, does
 - that refer to every piece that was mailed out or only
- 7 those pieces that were received back to the bank?
 - A Only those that were received back by the bank,
 - to the best of my knowledge.
- Q Prior to switching banks, do you have any idea 10
- of how many donations were received that were subject to 11
- the 18 cent bank charge figure? 12
 - A No, I do not.
- MR. JOHNSON: Foundation. 14
- 15 BY MR. GRIFFIN:
- Q Would you agree if you multiplied that number 16
- of donations by 18 cents that would have represented pure 17
- profit for Vantage?
- MR. JOHNSON: Objection to the form. 19
- 20 A That was Mr. Fawcett's conclusion that he
- 21 related to me.
- 22 BY MR. GRIFFIN:
- Q Do you have any reason to disagree with his 23
- 24 conclusion?
- 25 MR. JOHNSON: Objection to form.

Page 18 of 20 Page 166 Page 164 Q Well, let me turn -- earlier in the deposition A No, I don't. 1 I read a passage from that memo. It said, quote, the 2 BY MR. GRIFFIN: final draft of the agreement has been prepared by me and 3 3 Now, when the banks switched over, was there is being faxed today to Vantage attorney for their final 4 4 also a change in the mailing house? review, end quote. Do you see that statement? Is that 5 A I believe there was. 5 6 correct? And your response is "yeah." Vantage's 6 Do you recall a switch to Merkle? 7 attorney, does that refer to George Miller? 7 Yes, I do. 8 A Yes, it does. 8 Q And when the bank was switched and the switch And then subsequently on May 21, 1999, you was made to Merkle, was there any attempt by Vantage to faxed to George Miller a draft of the agreement; is that raise its charges with respect to Merkle's services? 10 10 MR. JOHNSON: Objection to the form. 11 correct? 11 12 That's correct. 12 A Yes, there was. Α Q As reflected in the exhibit we just marked, BY MR. GRIFFIN: 13 13 14 Q What was the explanation for that? 14 correct? A That the charge for Merkle to them was going to 15 Α That's correct. 15 And, if you can, look at Page 14 of the draft 16 be increased from what the charge to them was by the 16 agreement attached to the May 21, 1999, fax, if you 17 17 other mailing house. Q Were the Shriners provided any documentation of 18 would. 18 19 A Yes, I have it. 19 those charges and changes? MR. JOHNSON: Objection to the form. Lack of Q Page 14 there's a paragraph heading 13.1, 20 20 "Termination Without Cause by Shriners;" is that correct? 21 21 foundation. 22 A I don't recall. 22 23 And on Page 15 there's a paragraph 13.2 23 BY MR. GRIFFIN: "Termination For Any Other Reason;" is that correct? 24 24 Q Next I want to mark a fax, May 21, 1999, to 25 Yes. 25 George Miller from Jay Fleisher. Page 167 Page 165 MR. JOHNSON: Form. MR. CANTER: Matt, I don't have all these 1 1 MR. GRIFFIN: Those are all the questions I 2 documents you're referring to. This is Mac Canter. 2 3 have: Thank you. 3 My package doesn't contain some of these documents. **EXAMINATION** 4 MR. GRIFFIN: I e-mailed two additional 4 BY MR. JOHNSON: 5 5 documents. That last one and this is the last I'm Q Okay. I have a few questions, Mr. Fleisher. 6 6 going to use. I'll try not to keep you longer than I have to, sir. 7 MR. CANTER: When did you e-mail it? MR. GRIFFIN: Yesterday. Do you want a break First with respect to some of the things you were asked 8 this afternoon. With regard to Exhibit 33, that's your 9 and go take a look for it? MR. CANTER: Go ahead, and I can find it here 10 memo to Mr. Fawcett --10 A Yes, I have it. on the screen. I'll look. Yeah, I've got it in 11 11 Okay. I'm trying to read my own writing. Bear 12 12 front of me right now. with me for a moment. The reference to Merkle in there, 13 BY MR. GRIFFIN: I think Mr. Griffin asked you a question whether Merkle

Q Do you have those exhibits with you today?

No, I don't.

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was the mailing house. The reference in the exhibit is to Merkle as the caging vendor. Do you know what a caging vendor in the context of a fundraising for nonprofit organizations is? A Yes, I do. They were not the mailing house. They were the ones who received the responses from the solicited individuals with the funds enclosed. Q They were the organization that, I take it, received contributions, got them deposited into the account that Shriners had set up for that purpose and handled that function; is that right?

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Α That's correct.

Q You don't have any knowledge as to whether they were also the mailing house, do you?

I have no knowledge of that.

5 Q Okay. And you have no direct knowledge beyond

6 the provisions that are in the agreement as executed as

to who pays the caging vendor for its services and 7

how -- if and to the extent that Vantage did so, Shriners 8

9 reimbursed Vantage?

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A Not that I can recall at the present time.

Okay. And you don't have any personal knowledge, I take it, that the actual method that was followed and practiced differed in any respect from what

was provided in the agreement, do you, sir? 14 MR. GRIFFIN: Objection.

16 A I don't recall that. No, I don't have any 17 personal recollection of it.

18 BY MR. JOHNSON:

Q Let's go for a moment, if we may, to Exhibit 19 32. That's the set of labels and the promotional 20 materials that's attached as Vantage 12457. Now --21

22 I've got it.

Back to what is said in the promotional 23 materials, the reference to 516 million dollars, is it 24 your understanding that that figure was a figure with Page 170

administration, is it your understanding that considered

2 in the context of the hospitals' total operating budget of 516 million dollars, is it your understanding that

4 that was, in fact, true?

MR. GRIFFIN: Objection.

A No, it was not true.

BY MR. JOHNSON:

8 Q How much of Shriners' operating budget during whatever period the 516 million dollars refers to - how 9 much of Shriners 516 million dollar operating budget did 10 go to fundraising and administration? 11

A Approximately nine cents of every dollar.

Okay. Do you know whether that information has 13

been - had been furnished to Vantage or not of your own

personal knowledge? 15

> Α No.

16 17 Did you know - I take it as you sit here today you know of nothing on the basis of which you could testify of your own knowledge that this statement was not 19 believed by Vantage to be true when it was included in 20 the promotional materials, do you? 21

22 MR. GRIFFIN: Objection.

I received these materials from Paul Gramblin 23 in earlier form. I believe, and there was a memo from 24 myself to Paul Gramblin where I distinctly remember the

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respect to what has been raised in program mailings or

was a figure with respect to Shriners total income from

3 contributions during some period of time?

4 A Neither.

5 What was your understanding that the 516

6 million dollars represented?

7 A That was the operating budget to operate all 22 8 of the Shriners Hospitals.

9 Q Okay. So I take it the operating budget to operate all of the Shriners Hospitals consisted of both 10

11 contributions and income on whatever investment property

Shriners had and whatever compensation Shriners was 12 receiving from patients or from healthcare providers? 13

A That's not correct.

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What did the operating income consist of, sir?

16 The operating income at that time consisted of income both realized and unrealized from the Shriners 17 18 Hospitals for Children endowment fund and from bequests and donations to Shriners Hospitals for Children. 19

20 It did not consist of any payments by patients, nor payments from third parties such as insurance 21 22 companies or the government.

23 Q Okay. Now, the statement on the -- on the right-hand portion of the second page of Exhibit 32, only 24 three cents of every dollar goes to fundraising and

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Shriners celebrity connection telling him to take that

out because there wasn't any authorization for that, and 2 a number of other things on the three cent business being 3

4 incorrect. I don't know if Paul relayed that on to

5 Vantage.

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6 BY MR. JOHNSON:

7 Q Perhaps you can answer the question that I

asked you, Mr. Fleisher, and that question was whether 8

you have any knowledge of your own personal direct 9

knowledge that at the time this statement was included in 10

the promotional literature by Vantage that Vantage knew 11

12 that that information was not accurate?

MR. GRIFFIN: Objection.

A That's a correct statement that you just made.

15 BY MR. JOHNSON:

Q That you don't have any such personal 16

knowledge? That's right? 17

MR. GRIFFIN: Objection.

A That's correct. That's correct.

BY MR. JOHNSON: 20

Q Let's move to Exhibit 30, if we can, sir. This 21

business with the incorrect telephone number, I take it 22

23 that you hadn't reviewed the promotional information that

24 contained the incorrect telephone number before it went

25 out; otherwise, I take it, you would have caught that,

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right, sir?

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A Yes, I would have.

Q Do you have knowledge, personal knowledge not just what somebody may have told you, but do you have personal knowledge as to what other persons, if any,

reviewed that material before it went out?

A Yes.

Q Okay. And what personal knowledge do you say you have as to what other persons reviewed that material

10 before it went out?

A Both Paul Gramblin and Bill Fawcett, because I 12 recall meeting with them concerning that.

Q So what you're saying is that they told you 13 14 about - something about what other people had reviewed 15 before this material -- before it went out?

A No, I'm not saying that.

Q What is it you're saying?

18 A You asked me if I had personal knowledge if whether or not anyone else other than me had reviewed this material before it went out. I met with Mr. Fawcett 20

21 and Mr. Gramblin regarding this particular material and we all agreed that the -- that material made incorrect 22

statements, and I don't recall personally making a

24 statement to Vantage pointing out that those were

25 incorrect. Page 174

reviewed that material with the erroneous telephone

2 number before it went out. Am I wrong about that? Had you reviewed it before it went out? 3

A Oh, that particular one? You are correct on that. I had not reviewed that one. I was thinking of the one that had the celebrities mentioned in it.

Q That's why I mentioned a moment ago -- I put 7 the context to you again so that hopefully we would be on 8 9 the same page.

A All right.

Q Talking about the materials with the erroneous 11 telephone number and as a result of that some woman 12 somewhere in Florida got 20 or so calls. Do you recall 13 14 Mr. Griffin asking you about that earlier this afternoon?

A Yes, I do.

16 Okay. And you've just told me with respect to that incident that you hadn't reviewed that material with 17 the erroneous number before it went out, right? 18

A That's correct.

Q Okay. Now, I gather that you have received some information from at least some other people at Shriners the substance of which was that they told you

that they hadn't reviewed that material before it went 23

24 out either; is that correct?

MR. GRIFFIN: Objection.

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1 Q We're talking about the erroneous telephone 2 number. Do you have that in mind?

A Yes. Well, the erroneous telephone number was the subject of an e-mail from Susan Corliss at Vantage.

Q I don't want to cut you off, but my question was just do you have in mind that what we're talking about is the material contained an erroneous telephone

8 number? I take it you have that in mind, sir?

A Yes. Now, would you please repeat the 10 question?

Q Okay. Now, with respect to that material that 12 included the erroneous telephone number, is that one or more other persons at Shriners that told you that they

14 hadn't reviewed that material before it went out? 15 A I don't know what that question means. Does it

16 mean -- I really don't know what the question means. I 17 apologize.

Q That's okay. I'll try to find a more effective 18 19 way to communicate with you, Mr. Fleisher.

A Thank you.

21 Q We started this when I asked you whether you

had reviewed the material with the erroneous telephone 22

number and you told me that you hadn't, right?

A I had at one time. Yes, I did. 24

Q Yeah, but I thought you said you hadn't

A That's correct.

BY MR. JOHNSON: 2

Q And what they told you about that, that was 3 your basis for the testimony you gave to Mr. Griffin 4 earlier today that that material had not been reviewed by 5 Shriners before it was sent out by Vantage? 6 7

MR. GRIFFIN: Objection.

A That's correct.

BY MR. JOHNSON: 9

Q I didn't hear your answer.

A I know. I was waiting for the objection.

MR. GRIFFIN: I objected. 12 MR. JOHNSON: Fine. 13

> A That's correct. That's a correct statement. BY MR. JOHNSON:

Q Okay. You didn't have - other than what they 16 told you about that you didn't have any other basis for 17 forming a belief about whether they had or hadn't 18 reviewed that material before it went out, did you? 19

A Other than what they told me, that's correct.

20 Q And the people who told you that they hadn't 21 22 reviewed that material before it went out, those were just some of the people who worked at Shriners, weren't 23 they?

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MR. GRIFFIN: Objection.

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